

TO: Tourism Advisory Committee

FROM: David Kleitsch, Economic Development Director

DATE: February 13, 2014

SUBJECT: Director's Report

Committee Membership

In January 2013 Loren Simmonds was appointed by the City Council as the liaison to the TAC/LTAC. Loren's past experience with the Committee and his keen interest in tourism are much appreciated.

Julie Horrigan, who filled Lodging Tax Advisory Committee Position 3, is no longer at the Embassy Suites. A search is underway for hotelier to fill this position. We also continue to look for a restaurateur to fill Position 6 on the Tourism Advisory Committee. Your help in filling these positions is appreciated. Recommendations should be directed to Tourism Manager Monroe.

FY2015-2016 Budget

The City of Lynnwood will be preparing the FY2015-2016 budget for final approval by City Council in December 2014. The tourism budget is part of the overall citywide budget. Working with Staff, TAC/LTAC develops a budget and makes a recommendation to the Mayor and City Council for consideration. Our intention is to have our budget recommendation prepared by July 2014.

The budget will be an ongoing focus of the first several meetings of this year. Key dates for the FY2015-2016 Biennial Budget Planning Calendar are listed below.

June 9, 2014	Early Budget Public Hearing
September 8, 2014	Proposed Preliminary Budget
October 31, 2014	Mayor's Preliminary Budget
November 24, 2014	Final Budget Public Hearing
December 8, 2014	Start Final Consideration of the Biennial Budget

Thank you in advance for your work on this document.

Tourism Web Site

Work on the Tourism Web Site is progressing. The shopping directory, the dining directory and the hotel directory are nearly complete. Final refinements are being made to the overall look. Launch is anticipated for April 2014.

Trade Shows

February will be a busy month for Tourism Manager Monroe. Mary will be attending National Tourism Association annual convention in Los Angeles, February 16 to 20. Pre-scheduled

appointments have been arranged with 25 tour operators. There are multiple opportunities to meet with additional operators at the convention. Committee Member Spain will also be attending the convention representing Snohomish County.

GoWest Summit, a trade show for tour operators who bring visitors from other parts of the world to the Western United States, is being held in Tacoma, February 23 to 27. Tourism Manager Monroe and Committee Member Spain will be attending that show as well.

Both of these trade shows were included in the FY2013-2014 budget.

Next meeting is scheduled for March 14, 2014